

Abstract of the Disclosure

5 An apparatus and method for utilizing a first content item in accordance with an info segment which specifies interruption points. At an interruption point, a second content item is utilized. The info segment may prevent certain types of second content items from being utilized, may permit them to be avoided, may control their duration, and other aspects of their utilization. The info segment may specify with which first content item it is associated. The apparatus may include storage and/or retrieval mechanisms for accessing the first and second content items and the info segment.

09/06/2010 04:04
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